

345 ADOPT-A-HIGHWAY PROGRAM FOR MAINTENANCE PROVIDERS

The Adopt-a-Highway Maintenance Provider Program offers a way for civic-minded sponsors to adopt segments of highway requiring high frequency pickups by hiring maintenance providers to perform litter pickups. These highways include the limited/controlled access highways and certain other highways which experience a large volume of traffic daily and a large volume of litter. The District will determine which segment of highway should be part of the Maintenance Provider Program or the Volunteer Program.

Individuals, families, corporations, businesses, and organizations except for advertisement of political candidates, elected officials, political action committees, and political campaigns may participate as sponsors.

The sponsor is acknowledged on a recognition sign placed near the beginning of the adopted location. The Adopt-a-Highway sign will reflect the term "Sponsor" indicating that the sponsor's maintenance provider performs litter removal at the site according to all guidelines and regulations of this program.

Recognition signs shall be provided for each project by the maintenance provider according to the specifications in the Intermodal Transportation Division's Policy and Implementation Memorandum No. 96-01. Recognition signs and sponsor panels shall be the property of the maintenance provider. If vandalism occurs, the provider may be required to repair or replace the sign or panel as directed by the District.

Maintenance providers shall install, maintain, and remove all recognition signs. Maintenance providers shall obtain a permit prior to performing this work.

Signs should be easily readable by the motorist. Where used, logos shall be readily identifiable at a glance. Logos and lettering may include a tasteful use of colors and stylized lettering. The provider shall submit a prototype of the sponsor's recognition panel for the District's review and approval.

Representatives from the District shall be the only ones to approve the specific location of the recognition signs.

The recognition signs and panels are not intended to be an advertising medium; they are to identify and recognize the sponsor that is responsible for the maintenance being done. No product name is allowed on the recognition panel, except when the name is an established and integral part of the sponsor's name. No directions, phone numbers, slogans, e-mail addresses, D.B.A.'s with a 1-800 number, or instructions are permitted on the panels. The town or city in which the sponsor is located may be included.

Recognition signs for multiple contiguous segments held by one sponsor shall generally be no closer than two miles in the same direction. Exceptions may be made for sites with unusual configurations.